



Jul 13, 2022 Korea

Announcement of Winners of Effie Awards Korea 2022

On June 30, 2022, Effie Korea announced 43 winners in its annual Effie Awards competition.

Effie Awards, which first started in the United States in 1968, is a globally renowned award presented in 55+ countries around the world. Unlike peers that are largely focused on creative, the Effies evaluates campaign effectiveness by measuring advertisement campaign's contribution to marketing output. This year, a total of 75 experts from advertisement, digital media and advertising, and PR, including Gonwoo Yang, Executive Account Director of TBWA KOREA, Hooncheol Chun, Adviser of Adqua Interactive, and Sungsoo Jung, CEO of HS AD & LBEST graced the Effie Awards Korea jury.

The Grand Effie awards the most effective work of the year and it went to *I wish you were a non-smoke* (HS Ad). The campaign was conducted to create an atmosphere in which teenagers voluntarily recommend "Nodam" (non-smoking). The campaign was praised as "a campaign that utilizes the positive function of advertising through strategies, media, and messages that fit the teenagers" and won the Grand Effie and a Gold award.

In addition, Market Kurly's *Every Day Low Price Campaign* (Focus Media Korea) used apartment monitors as advertising media rather than traditional advertising media stood out their novelty. Also Jeju Tourism

Organization's **Slow Road** (Cheil Worldwide) was recognized for providing solutions with the beauty of slowness ,breaking the stereotype of navigation functions. And The Korea Tourism Organization's **FEEL THE RYTHM OF KOREA Season 2** (HS Ad) contributed to revitalizing tourism through the most unique Korean music, places, and models, following the universe of "Feel the Rhythm of Korea," which was awarded last year. Each campaign won a Gold award.

There are a total of 6 Silver award winning campaigns including Korea Tourism Organization's campaign listed as a Gold award winner. **JOBKOREA TO Korea** (HS Ad) from JOBKOREA, **case by CASPER** (INNOCEAN) from Hyundai Motor Company, **Baemin Green** (WoowaBrothers) from Woowa Brothers, **When you feel like you need a GOOD, FILGOOD** (TBWA KOREA) from ABInBev Korea, and **The real summer beer ad** (onboard) from ABInBev Korea.

There are a total of 10 campaigns of bronze award: **The Loan Comparison Platform that we have never seen, but always needed** – FINDA (SM Culture&Contents Co., Ltd.) from FINDA, **Welcome on board, IONIQ 5** (INNOCEAN) from Hyundai Motor Company, **Goldstar Arcade**(HS Ad) from LG Electronics, **Anjuya Cheers Fan** (the.WATERMELON) from Daesang, **A HOUSE NEVER SLEEPS** (INNOCEAN) from KCC ENGINEERING & CONSTRUCTION, **JOBKOREA TO Korea** (HS Ad) from JOBKOREA, **Crab chips Campaign** (Digital Trinity) from Binggrae, **GROCERY SHOPPING WITH QUICK DELIVERY** (Overman) from Woowa Brothers, **building a culture among people** (Ideot) from Ministry of Culture, Sports and Tourism, and **when need my side** (song by Car the garden) (GranMonster) from Shinhan Investment Corp..

Winners of Effie Awards Korea are recognized as outstanding marketing campaigns representing Korea and earn global acknowledgment alongside successful campaigns launched by global brands. Award winners and finalists will also be scored according to their award-winning records and be included in the 'Effie Index' by Effie Worldwide.

Sihoon Lee, Chairperson of Effie Awards Korea, said "This year is a year when the government and public institutions' campaign performance was highly recognized with companies overcoming the difficulties of COVID-19 and actively conducting marketing activities."

Effie Awards Korea 2022 was held on 30th of June (Thu), and the winning campaigns be found on Effie Awards Korea official website: www.effie.kr.